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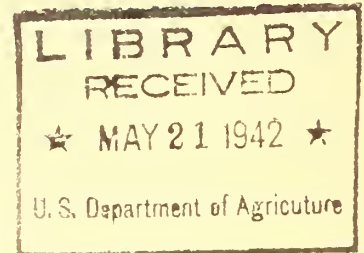
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In 3 May
NATIONAL 4-H CLUB PROGRAM
National Farm and Home Hour
NBC Blue Network
Saturday, September 2, 1939

No.123

Reserve

FROM CHICAGO

ANNOUNCER: I pledge my head to clearer thinking
My heart to greater loyalty
My hands to larger service
My health to better living
For my club, my community, my country.



ON CUE: ORCHESTRA: AMERICA THE BEAUTIFUL: FADE FOR

ANNOUNCER: The 4-H Club pledge and the melody of America the Beautiful introduce another National 4-H Club program, presented on the first Saturday of each month for the million and a quarter boys and girls who belong to 4-H Clubs in the United States and its territories, and heard coast to coast through stations affiliated with the National Broadcasting Company.

MUSIC UP TO END.

ANNOUNCER: Four-H Club work is conducted by the United States Department of Agriculture and the State and county extension services all over the nation.

Today's 4-H Club program is Number 123 in this monthly series. The Marine Band, which usually provides our music, is on a concert tour, and so we'll hear the Homesteaders Orchestra, directed by Walter Blaufuss. Ray Turner, of the Department of Agriculture, is here in Chicago to present his descriptions of the selections in the music appreciation series.

(more)

(ANNOUNCER - Continuing)

We'll hear the Newsy Notes from 4-H Clubs, presented by John Baker, in Washington. We're going to get some good ideas about arranging 4-H Club exhibits from Mr. E. S. Hiscox, of the Department of Agriculture, and we're going to journey westward to meet some 4-H Club members from Idaho. That's a summary of our plans for the next hour.

The Homesteaders and Walter Blaufuss will make those plans more enjoyable by playing for us _____.

(SUGGEST SELECTION THAT IS LIGHT, LIVELY, AND MELODIOUS.)

HOMESTEADERS: SELECTION TO BE CHOSEN.

ANNOUNCER: And now it's time to go 'way out west to meet some 4-H Club boys and girls from the State of Idaho. They're gathered in Spokane, Washington, for this event and we'll hear them speaking from there. We take you now---to Spokane.

SWITCH TO SPOKANE.

INTERVIEWS WITH FOUR IDAHO CLUB MEMBERS. TWELVE MINUTES.

11:47 - SWITCH TO CHICAGO.

CHICAGO ANNOUNCER: Here we are, back in Chicago. And we certainly did enjoy learning about the livestock projects of those Idaho Club members.

Now, for our regular period of Stories Told by Music. Ray Turner, of the Extension Service in the Department of Agriculture, chooses the musical selections and he'll describe them for us, and they will be played by the Homesteaders Orchestra, directed by Walter Blaufuss. Here's Ray Turner.

TURNER AND HOMESTEADERS: STORIES TOLD BY MUSIC. TWENTY-SEVEN MINUTES.

TURNER:

How do you do, 4-H Club folks!

Today we hear another interesting group of compositions as we continue our study of STORIES TOLD BY MUSIC. We shall have the pleasure of hearing the Homesteaders' Orchestra as that famous musical organization interprets these compositions for us.

Very appropriately we hear first the Thomas Jefferson March, by Capt. Wm. H. Santelmann. For 29 years Capt. Santelmann was the leader of the United States Marine Band, until he retired in 1927, and was succeeded by Capt. Taylor Branson, the present leader. Capt. Santelmann had the honor of being leader of the Marine Band for a longer period of years than any of the other leaders in the long history of that band. He is the father of Wm. F. Santelmann who is the present Second Leader of the Marine Band.

Just now the band is on a concert tour, but all 4-H Club folks will enjoy hearing the Thomas Jefferson March, by Santelmann, as it is played by The Homesteaders' Orchestra, Walter Blaufuss conducting.

MUSIC - THOMAS JEFFERSON MARCH-----HOMESTEADERS (2-1/2 Min.)

That lively composition was Thomas Jefferson March, by Santelmann.

In today's National 4-H Music Hour we recognize three composers whose birthdays are in the month of September; namely, Santelman, Dvorak, and Gershwin, and so a composition by each of them is included in this program.

The great Bohemian composer, Dvorak, has given to the world several fine STORIES TOLD BY MUSIC. One of these is Songs My Mother Taught Me. Into the haunting melody of this exquisite song Dvorak has put the characteristic music of the gypsies of his native land, who have passed their songs down from generation to generation. The unusual harmony suggests that he might have obtained his theme from an old gypsy song.

Accompanied by the Homesteaders' Orchestra, Musician _____
plays as _____ solo Songs My Mother Taught Me, by Dvorak.

MUSIC - SONGS MY MOTHER TAUGHT ME-----HOMESTEADERS (1-3/4 Min.)

That lovely selection was Songs My Mother Taught Me, by Dvorak.

Our hymn for this month is entitled, Satisfied, and is a composition by the religious leader, Mary Baker Eddy. As many of you know, she is credited with being the founder of her denomination.

The Homesteaders' Orchestra now plays Satisfied, by Eddy.

MUSIC - SATISFIED-----HOMESTEADERS (1-1/4 min.)

That hymn by Eddy is entitled, Satisfied.

Truly we have a STORY TOLD BY MUSIC in our next selection, Carry Me Back to Old Virginny. This song was written by a Negro, James A. Bland, who was born in the Old Dominion State. Between 1870 and 1880, Bland wrote several popular Negro songs. The story of this particular song is, that Bland was one of a group of minstrel or jubilee singers traveling in Europe. One day he exclaimed to his companions, "How I wish I was back in old Virginny". One of them remarked that this wish would make a good title for a song. Thereupon, Bland proceeded to write the song which is now sung by English-speaking people everywhere. Through long usage, it has universally come to express a longing for home.

Carry Me Back to Old Virginny, by Bland, is the number to be played for us now by The Homesteaders' Orchestra. Our _____ soloist in this number is Musician _____.

MUSIC - CARRY ME BACK TO OLD VIRGINNY-----HOMESTEADERS (3-1/4 Min.)



Doubtless everyone recognized that selection as Carry Me Back to Old Virginny, by Bland.

Our next STORY TOLD BY MUSIC is the tuneful song, Oh, Heidelberg, Dear Heidelberg, from the light opera The Prince of Pilsen, by Gustav Luders. This song, sung by college men the world over, typifies the love a man has for his own particular college or university.

Luders was born in Germany but came to America as a youth and while here composed more than a score of operas of which the Prince of Pilsen is probably the best known.

You remember that the scene of this opera is laid in Nice during one of the flower festivals. The Prince of Pilsen, with a group of Heidelberg students, is expected to arrive incognito. An American brewer arrives on the same day and is mistaken for the prince. The prince learns of this situation and determines to keep his own identity unknown. To make the plot more interesting, the prince falls in love with the brewer's daughter. Of course, they are happily married.

Doubtless the best bit of music from this opera is the unaccompanied male chorus of students who sing Oh, Heidelberg, Dear Heidelberg.

You will enjoy hearing The Homesteaders' Orchestra play this selection for us.

MUSIC - OH, HEIDELBERG, DEAR HEIDELBERG-----HOMESTEADERS (3 Min.)

That was the song Oh, Heidelberg, Dear Heidelberg, from the light opera The Prince of Pilsen, by Luders.

Next we hear the lovely song One Alone, from the light opera The Desert Song, by Sigmund Romberg. Many of you will remember seeing this opera either on the stage or as a motion picture. John Boles played the leading role in the movie and his singing proved to be one of the reasons why that movie was so popular.

With Musician _____ as the _____ soloist, The Homesteaders' Orchestra plays One Alone, from The Desert Song, by Romberg.

MUSIC - ONE ALONE-----HOMESTEADERS (2 Min.)

That was One Alone, from the light opera The Desert Song, by Romberg.

A young American composer, George Gershwin, gave us an entirely different type of composition in his Rhapsody in Blue. Gershwin, who began his musical career as a pianist to a firm of music publishers, won renown with his musical plays, among them being Primrose, Lady Be Good, Stop Flirting, Tip Toes, Tell Me More, Song of the Flame, and Porgy and Bess.

Rhapsody in Blue has received a dignified place in American music through its presentation by many of our great symphony orchestras.

With Walter Blaufuss conducting, The Homesteaders' Orchestra includes Rhapsody in Blue, by Gershwin, in this National 4-H Music Hour.

MUSIC - RHAPSODY IN BLUE-----HOMESTEADERS (5-1/4 Min.)

That selection was Rhapsody in Blue, by Gershwin.

ANNOUNCER: Thanks, Ray Turner, for planning an enjoyable musical program-- and of course we can't overlook the splendid playing of The Homesteaders-- and the directing of Walter Blaufuss. There'll be more music a little later, but there are some folks waiting in the nation's capital. John Baker, of the Department of Agriculture will introduce our next guest. We take you--to Washington.

12:15 (APPROXIMATE) - SWITCH TO WASHINGTON.

BAKER: And here we are in Washington. With so many club members these days planning exhibits for fairs, we thought you might like to have some suggestions on how to ~~make~~ good exhibits----so we asked Mr. J. W. Hiscox, to meet with us today. Mr. Hiscox is in charge of the exhibits of the Department of Agriculture. He's built exhibits that have been shown at fairs all over the United States--and in a good many foreign countries too. So when he talks about exhibits---we'll do well to sit up and listen---and that's what we'll do right now. Mr. Hiscox.

HISCOX: This is the season of the year when educational exhibits are in full bloom. State fairs, county fairs, and community fairs are being held throughout the land, and I am sure that Club members full appreciate the opportunity which these fairs afford to get the facts about 4-H Club work before large audiences of people. The total audiences of people at State fairs alone run into several millions each year.

You are going to build an exhibit! It may not be this year or next, but sometime it will happen. It might be a good idea then to be on the lookout for ideas that will help you tell your Club story effectively. One good way is this:

If you are at a fair this fall examine the exhibits critically and after you have left the grounds, try to recall what exhibits you have seen and what you remember about them. Then try to determine why you remember certain exhibits. There is no set recipe for ~~making~~ a good exhibit. We can't say -- take 1 cup of facts, 1 cup of interest value, a heaping teaspoon of simplicity, stir well and install at the fair. It isn't as simple as that. We can only say: here are a few principles which will probably result in a good exhibit, if you follow them.

First an exhibit should have a purpose. It should tell a story. A story that will be helpful to the public, or present some facts that will help other club members to carry on their work more effectively. No matter how beautiful



an exhibit may be, if it has no purpose -- if it does not tell a story -- it is a failure. Second, an exhibit must be interesting so that it stops visitors and holds them. Third, the story should be simple and clear, without too much detail. If you can get one good story or fact into the minds of fair visitors, and make it stay there, you have done well.

But how are we to get such an exhibit?

The first step is to think carefully and that is one of the hardest things we do. Think out what you are trying to accomplish, what thought you'd like to put into the minds of the fair visitors. Just one thought. Then write it down. With these facts determined, you are ready to begin thinking about what objects, models, demonstrations and photographs you can best use to tell this story. Do that before you start drawing diagrams of the exhibit.

A good exhibit is well lighted. It has only a few lettered signs and they are large enough to be easily read. It is arranged so that everything in the exhibit can be seen. Its background is a dull neutral color -- which sets off important objects in the exhibit rather than competing with them for attention.

If I were you -- and had to plan a 4-H Club exhibit of some sort, I'd try to have a demonstration of some sort as part of it. Why? Well, you know, people are more interested in other people than in anything else. If you have a demonstration in which club members are working, and explaining their work -- it will have people, action, and the human voice. All of those things help to make a good exhibit.

Mechanical action of some kind, something moving, very often helps to attract attention. But you need to be sure that it helps to tell the story. I know of one manufacturer who had been buying space at a fair for a good many years, and he'd always had good crowds and had sold plenty of his merchandise. One year he decided to use a magic faucet -- which had no pipe connection -- but water flowed out of it in a steady stream. He thought it would attract

attention to his exhibit. And it did draw crowds. People wondered where the water came from. But they apparently spent so much time thinking about that -- that they failed to see or hear the story that the manufacturer had to tell -- and they did not buy what he had to sell. You see, he failed to make his exhibit tell just a single story; it told more than one -- and people were attracted by the wrong one.

Just one more thing: Don't think that your exhibit has to be modern-looking and expensive. Some of the best exhibits I've seen have been simple and cost practically nothing. They were good because somebody had an idea he wanted to get across -- a story he wanted to tell -- and he told that story simply and clearly. And that brings me back to the first suggestion I made -- that the first thing to do in preparing an exhibit -- is to think.

BAKER: Those are some mighty fine suggestions, Mr. Hiscox. 4-H Club friends, Mr. J. W. Hiscox -- who just gave us those ideas about planning exhibits for the fairs -- is in charge of the exhibits which the United States Department of Agriculture displays at the fairs. You'll probably see some of them this fall -- and you'll find that he follows the same suggestions he gave to you.

Now----for our Newsy Notes from 4-H Clubs.

BAKER: NEWSY NOTES FROM FOUR-H CLUBS.

12:25 (APPROXIMATE)

BAKER: We want to hear more music by Walter Blaufuss and the Homesteaders, and so we return you now to Chicago.

SWITCH TO CHICAGO

HOMESTEADERS: FILL WITH MUSICAL SELECTIONS CONCLUDING WITH STAR SPANGLED
BANNER.

CHICAGO ANNOUNCER: And so we bring to a close the 123rd monthly National
4-H Club program, presented for the million and a quarter boys and girls
who are members of 4-H Clubs. The program was presented from Spokane,
Chicago, and Washington. This is the National Broadcasting Company.

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